

WORLD CANCER DAY



A MEMBERSHIP ORGANISATION
FIGHTING CANCER TOGETHER



A truly global event taking place every year on 4 February, World Cancer Day unites the world's population in the fight against cancer.

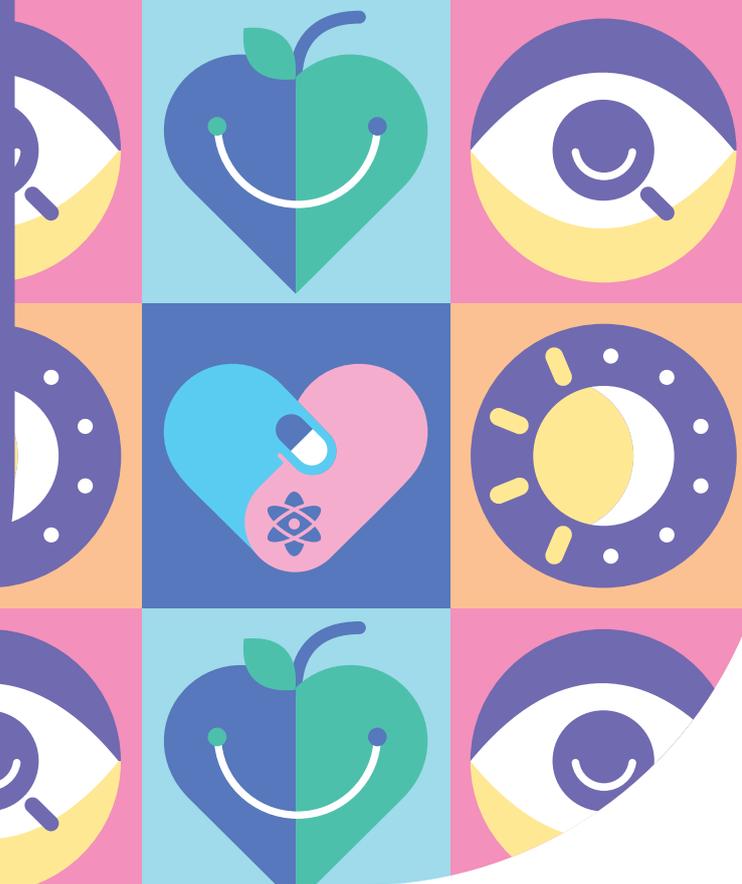
It aims to save millions of preventable deaths each year by raising awareness and education about the disease and pressing governments and individuals across the world to take action.

WORLD CANCER DAY 2015

Taking place under the tagline 'Not beyond us', World Cancer Day 2015 will take a positive and proactive approach to the fight against cancer, highlighting that solutions do exist across the continuum of cancer, and that they are within our reach.

The campaign will explore how we can implement what we already know in the areas of prevention, early detection, treatment and care, and in turn, open up to the exciting prospect that we can impact the global cancer burden – for the better.

World Cancer Day is a unique opportunity to raise awareness that there is much that can be done at an individual, community and governmental level, to harness and mobilise these solutions and catalyse positive change. By moving forward together we have the potential to show: Cancer. It is not beyond us.



WHY WORLD CANCER DAY IS IMPORTANT

Put simply, because the global cancer epidemic is huge and is set to rise. Currently, 8.2 million people die from cancer worldwide every year, out of which, 4 million people die prematurely (aged 30 to 69 years).

Urgent action needs to be taken to raise awareness about the disease and to develop practical strategies to address the cancer burden. Disparities between people from different settings are growing, particularly in the access to prevention, treatment and palliative care.

Now, more than ever there is a need for a global commitment to help drive advancements in policy and encourage implementation of comprehensive National Cancer Control Plans. Furthermore, we have a collective responsibility to support low- and middle-income countries who are tackling a cancer epidemic with insufficient resources. World Cancer Day is the ideal opportunity to spread the word and raise the profile of cancer in people's minds and in the world's media.

A CAMPAIGN ALIGNED WITH GLOBAL ADVOCACY

At the 2014 Comprehensive Review and Assessment on Non-communicable Diseases (NCDs), governments were asked to report against commitments made in the 2011 UN Political Declaration on NCDs. It was the second time ever NCDs had a standalone political meeting at the UN General Assembly, and provide a critical opportunity to take stock on progress, share successes and lessons learned, and recommendations to guide the NCD response beyond 2014.

Since 2011, we have already seen the adoption of a global target to reduce premature deaths from NCDs by 25% by 2025. In 2013, the foundations of a new global NCD architecture were put in place with the adoption of a Global Monitoring Framework for NCDs (GMF), a Global NCD Action Plan 2013-2020 (GAP), and terms of reference for a UN Taskforce on NCDs and a Global Coordination Mechanism for NCDs. UICC members and partners welcomed the inclusion in the GMF and GAP of cancer-specific targets, indicators, and actions that are closely aligned with the World Cancer Declaration, particularly in the areas of: cancer planning and surveillance, vaccination for HPV and HBV against cervical and liver cancers, early detection and screening for breast, cervical, oral and colorectal cancers, access to essential medicines and technologies, and palliative care policies.

World Cancer Day is an important date in the advocacy calendar. Highly engaged organisations and individuals are encouraged to use the day for a concerted 'advocacy push', calling on governments to live up to these new and ambitious commitments, and ensure that cancer interventions, are adequately addressed in the next phase of the global health and development agendas.

World Cancer Day 2015: 'Not Beyond Us'

- Choosing healthy lives
- Delivering early detection
- Achieving treatment for all
- Maximising quality of life



WHO IS BEHIND WORLD CANCER DAY?

World Cancer Day is an initiative of the Union for International Cancer Control (UICC), a leading international non-governmental organisation that unites the cancer community to reduce the global cancer burden, to promote greater equity, and to integrate cancer control into the world health and development agenda. Founded in 1933 and based in Geneva, UICC's growing membership of over 800 organisations across 155 countries, features the world's major cancer societies, ministries of health, research institutes, treatment centres and patient groups. Additionally, the organisation is a founding member of the NCD Alliance, a global civil society network that now represents almost 2,000 organisations in 170 countries.

With thanks to the following partners for their support of the 2015 campaign:



Bristol-Myers Squibb



To learn more about World Cancer Day please contact: communications@uicc.org
www.worldcancerday.org

UNION FOR INTERNATIONAL CANCER CONTROL
UNION INTERNATIONALE CONTRE LE CANCER
62 route de Frontenex, 1207 Geneva, Switzerland
Tel +41 (0)22 809 1811 Fax +41 (0)22 809 1810 Email info@uicc.org